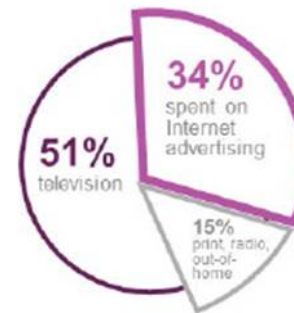
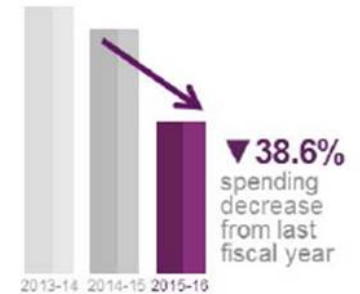


Government of Canada Advertising Activities 2015/2016

2015-16 AT A GLANCE



Government of Canada advertising spending in the 2015-16 fiscal year



70+ campaigns

- How to pay your taxes
- Electronic travel authorization (eTA)
- Prevent prescription drug abuse
- Learn about Royal Canadian Mounted Police careers
- Honour men and women in uniform
- Syrian refugees settlement effort
- Learn about armed forces opportunities
- Canada's 150th confederation anniversary



The Government of Canada has a duty to inform Canadians about its programs, services, policies and decisions.

Advertising is one of many ways the Government ensures that individuals, families and businesses have the information they need to exercise their rights and responsibilities and to make decisions about their health, safety and security.

Federal Government Advertising in Canada

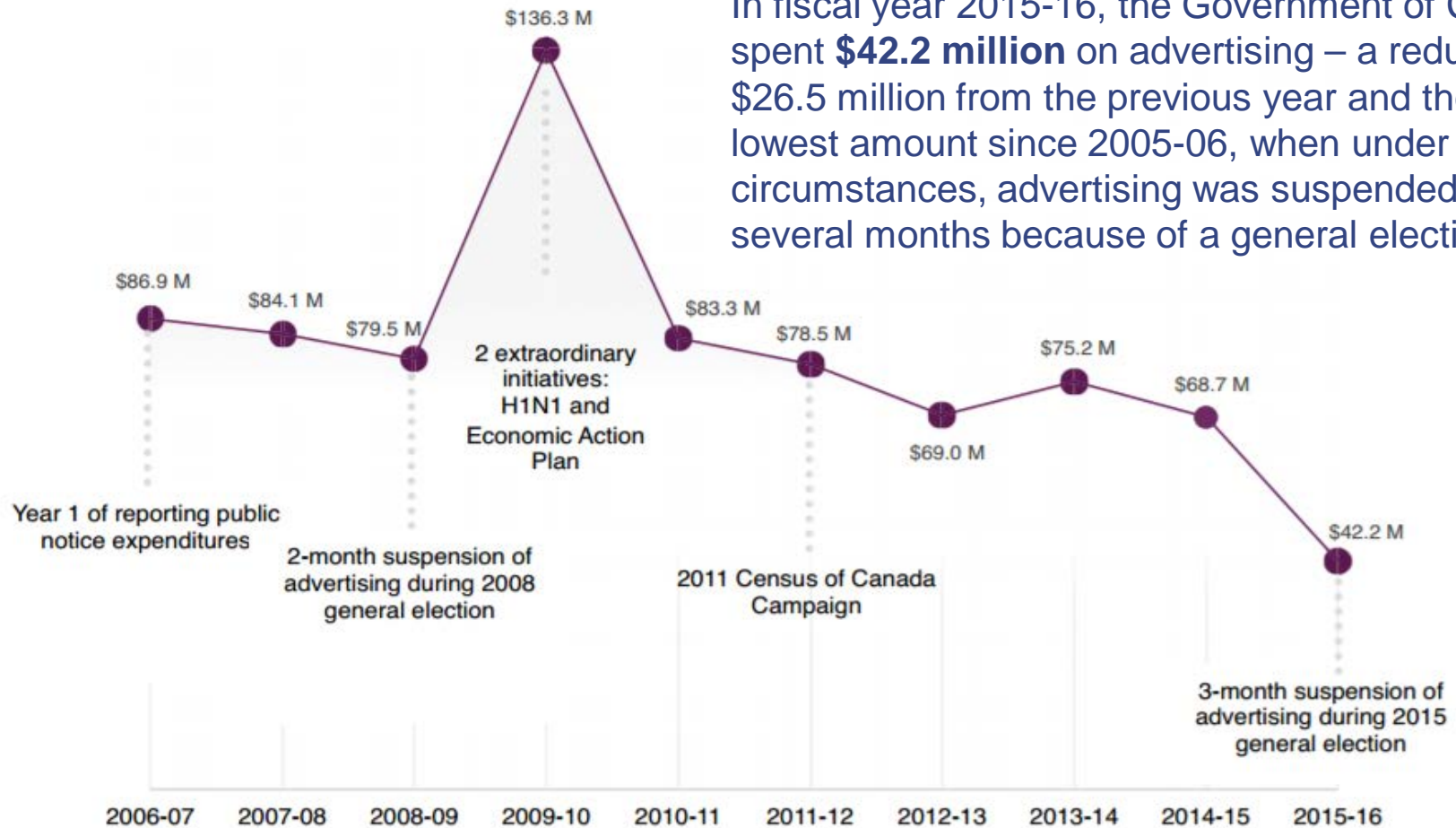


1. Government spending on all media down 39% from previous year.
2. Government advertising expenditures by media type are not in line with where Canadians want to see ads.
3. Digital government advertising is on the rise, despite issues with trust and internet access in non-urban Canada.

2015/2016 Advertising Expenditures



In fiscal year 2015-16, the Government of Canada spent **\$42.2 million** on advertising – a reduction of \$26.5 million from the previous year and the lowest amount since 2005-06, when under similar circumstances, advertising was suspended for several months because of a general election.



2015/2016 Media Spending by Type



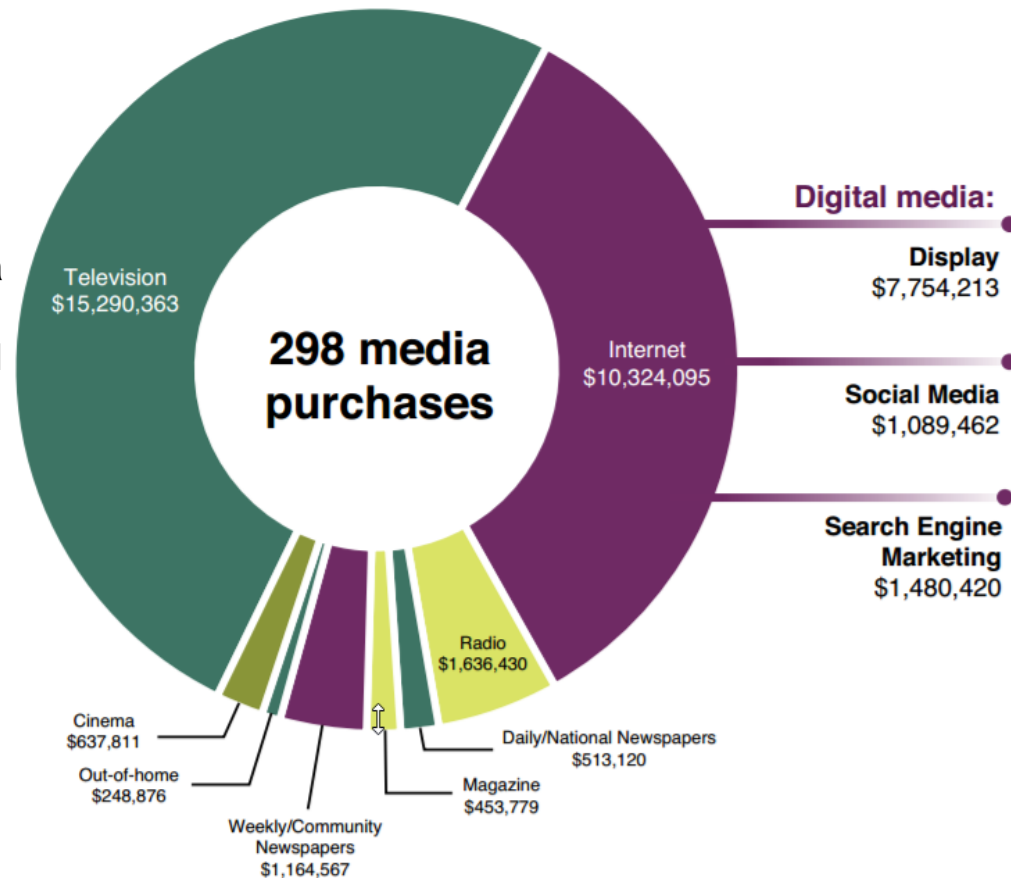
More than half (51%) of all media spending was on **Television**.

Just over a third (34%) of spending was on the **Internet**. The majority of this was in Display advertising (75%) including real-time bidding, a form of programmatic advertising. Social Media spending accounted for almost 11% and Search Engine Marketing represented another 14%.

Radio accounted for about 5% of all spending.

Newspapers (daily, weekly and official language/ethnic/aboriginal) account for just under 6% of all spending.

The balance of spending is split between **Magazines** (1.5%), **Cinema** (2%) and **Out of Home** (0.8%).

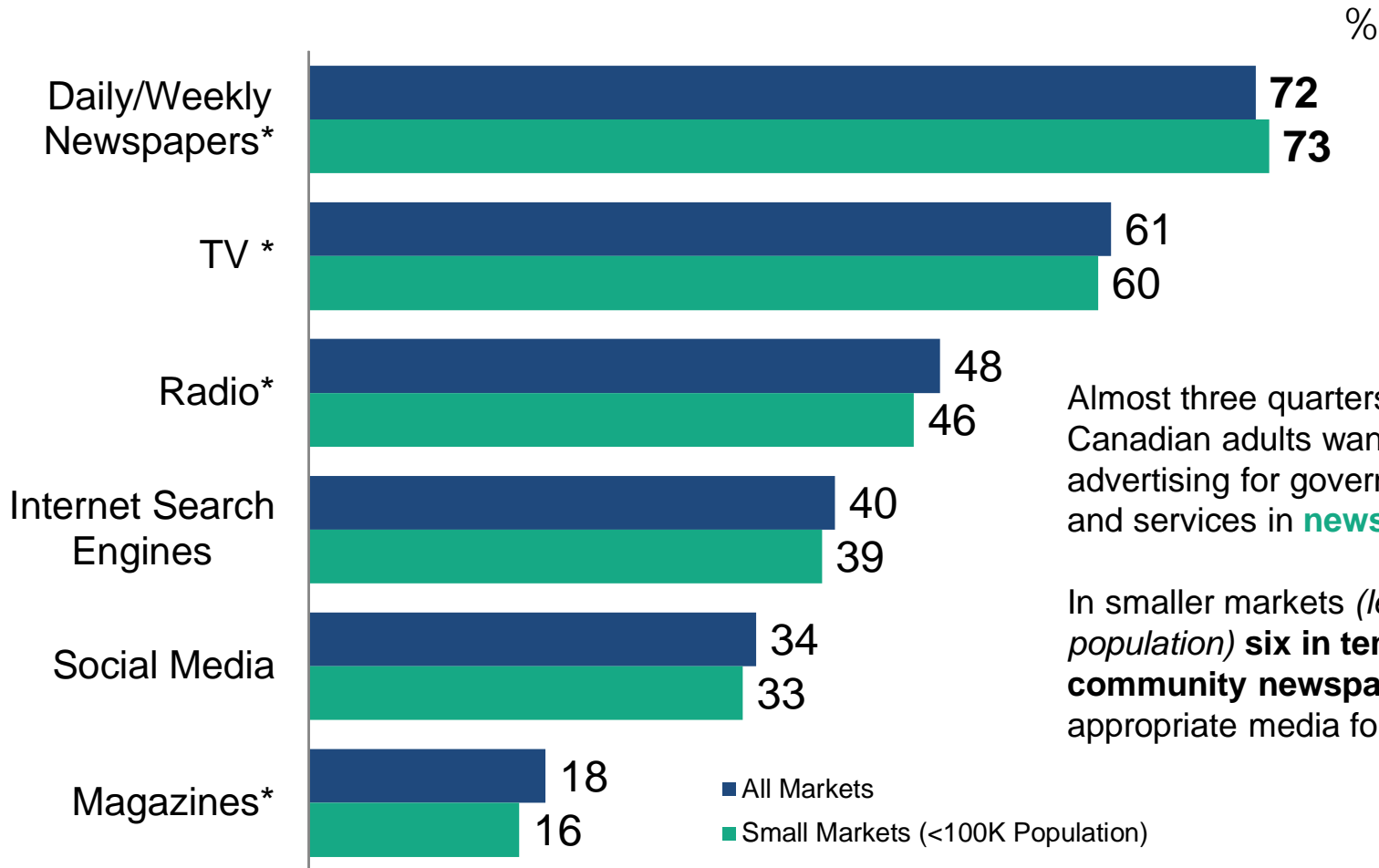


Source: Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group.

Excludes media purchased directly by institutions for public notices.

NOTE: Weekly/Community Newspaper spending of \$1,164,567 includes \$676,004 for Official Language, Ethnic, Aboriginal publications – see APPENDIX.

Canadians Want Government Advertising in Newspapers



Almost three quarters (**72%**) of Canadian adults want to see advertising for government programs and services in **newspapers**.

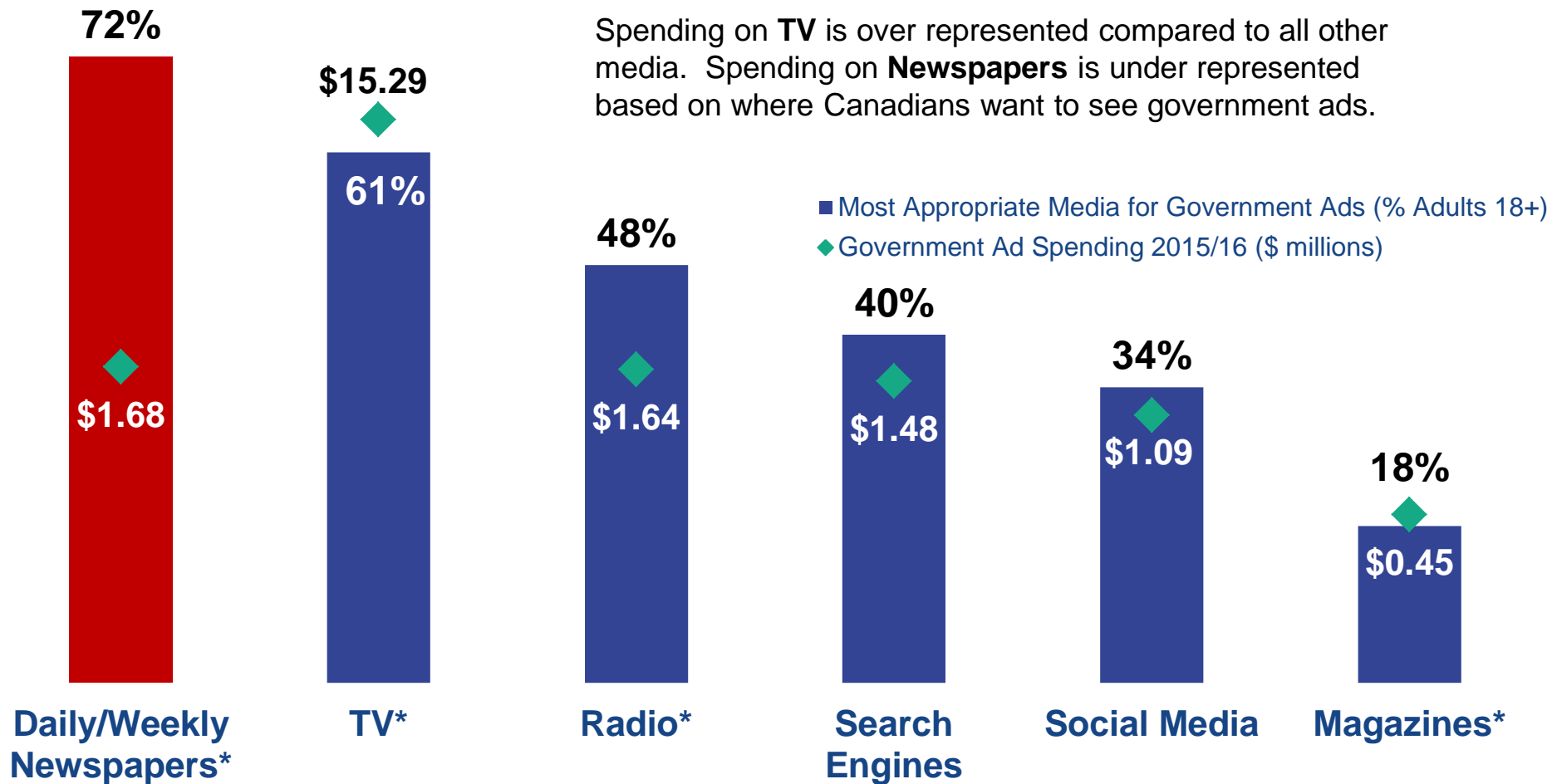
In smaller markets (*less than 100,000 population*) **six in ten** adults believe **community newspapers** are the most appropriate media for government ads.

Source: Totum Research, December 2016; Base: 2,403 Canadian adults 18+

*Traditional + Digital formats

Q: Which of the listed media do you think are the most appropriate for advertising about federal, provincial and municipal/regional government programs and services?

Government Ad Spending Does Not Reflect Canadian Views on Most Appropriate Media



Source: Totum Research, December 2016; Base: 2,403 Canadian adults 18+; *Traditional + Digital formats
Annual Report on Government of Canada Advertising Activities - 2015-2016

Q: Which of the listed media do you think are the most appropriate for advertising about federal, provincial and municipal/regional government programs and services?

Digital Advertising



Over the past several years, the Government of Canada has steadily increased its use of digital media as more and more Canadians spend time on digital and mobile platforms.

- **Display** *(including real-time bidding, a type of programmatic advertising)*
- **Social media** *(Facebook, Twitter, LinkedIn)*
- **Search engine marketing** *(Google, Bing, Yahoo!)*

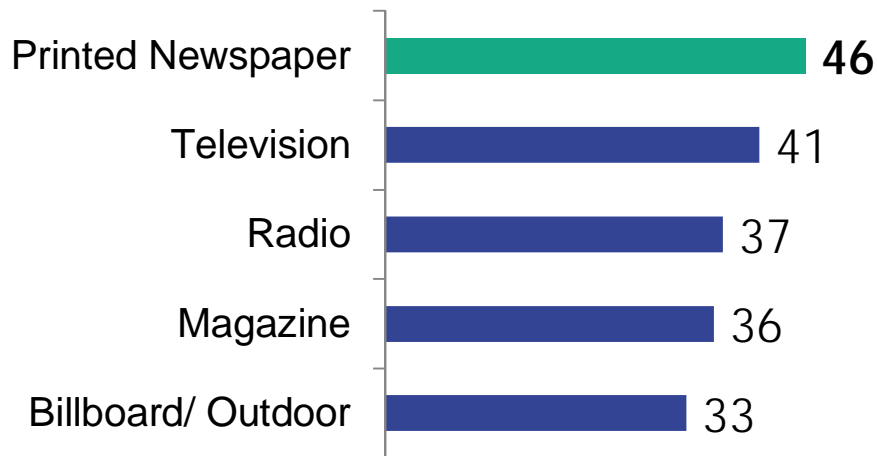
Newspaper Advertising Most Trusted



Canadians trust advertising content in newspapers (*print and digital*) more than any other media. Ads on social media (Facebook) and in search engines (Google) are among the least trusted.

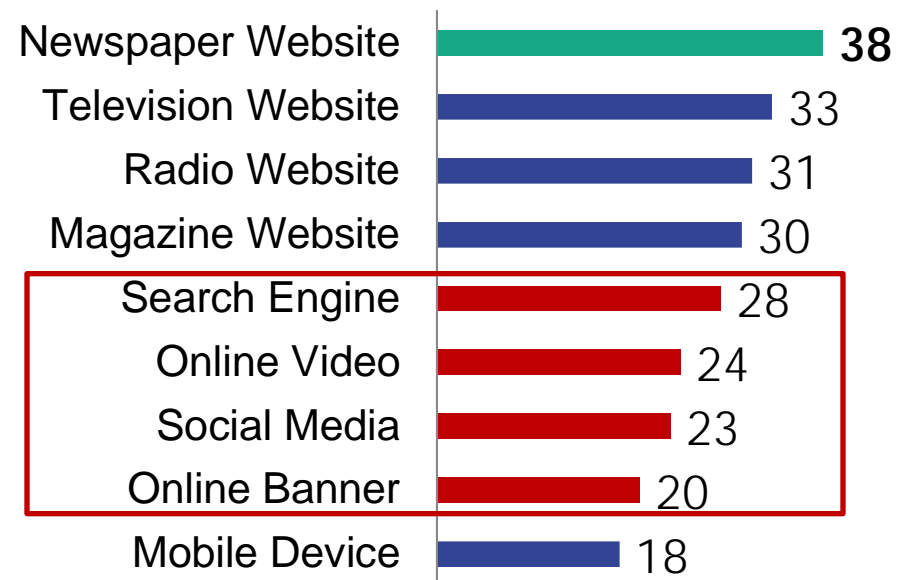


In Traditional Media



In Digital Media

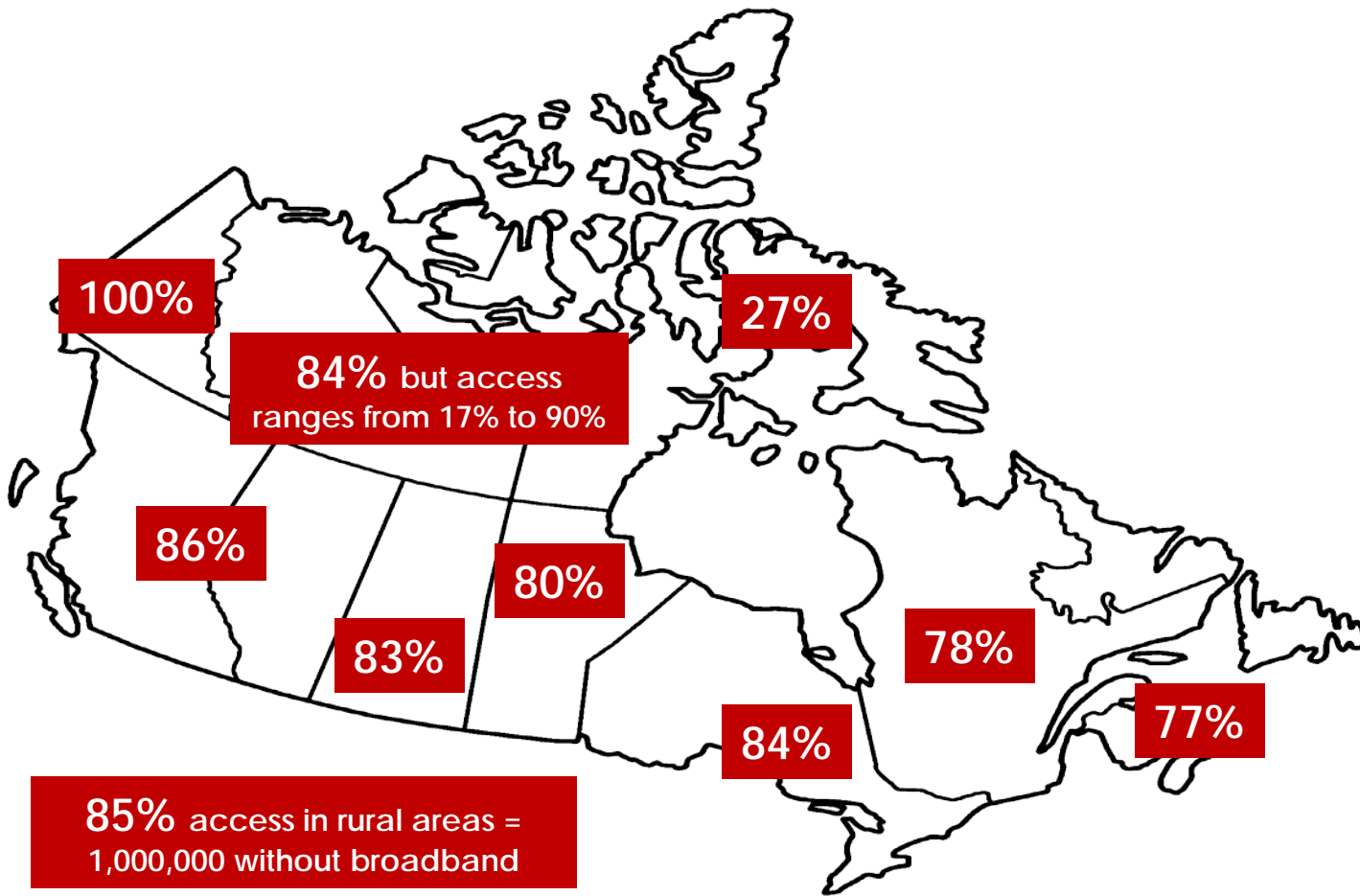
%



News Media Canada
Médias d'Info Canada

Canada's Digital Divides

Non-Urban Internet Penetration



Income

95% of Canadians in highest income quartile are connected
BUT only 62% in the lowest income quartile have Internet.



Government of Canada
Advertising Activities 2015/2016

APPENDIX

Study Details



Study Timing

December 2016

Online Panel

UThink

National Scope

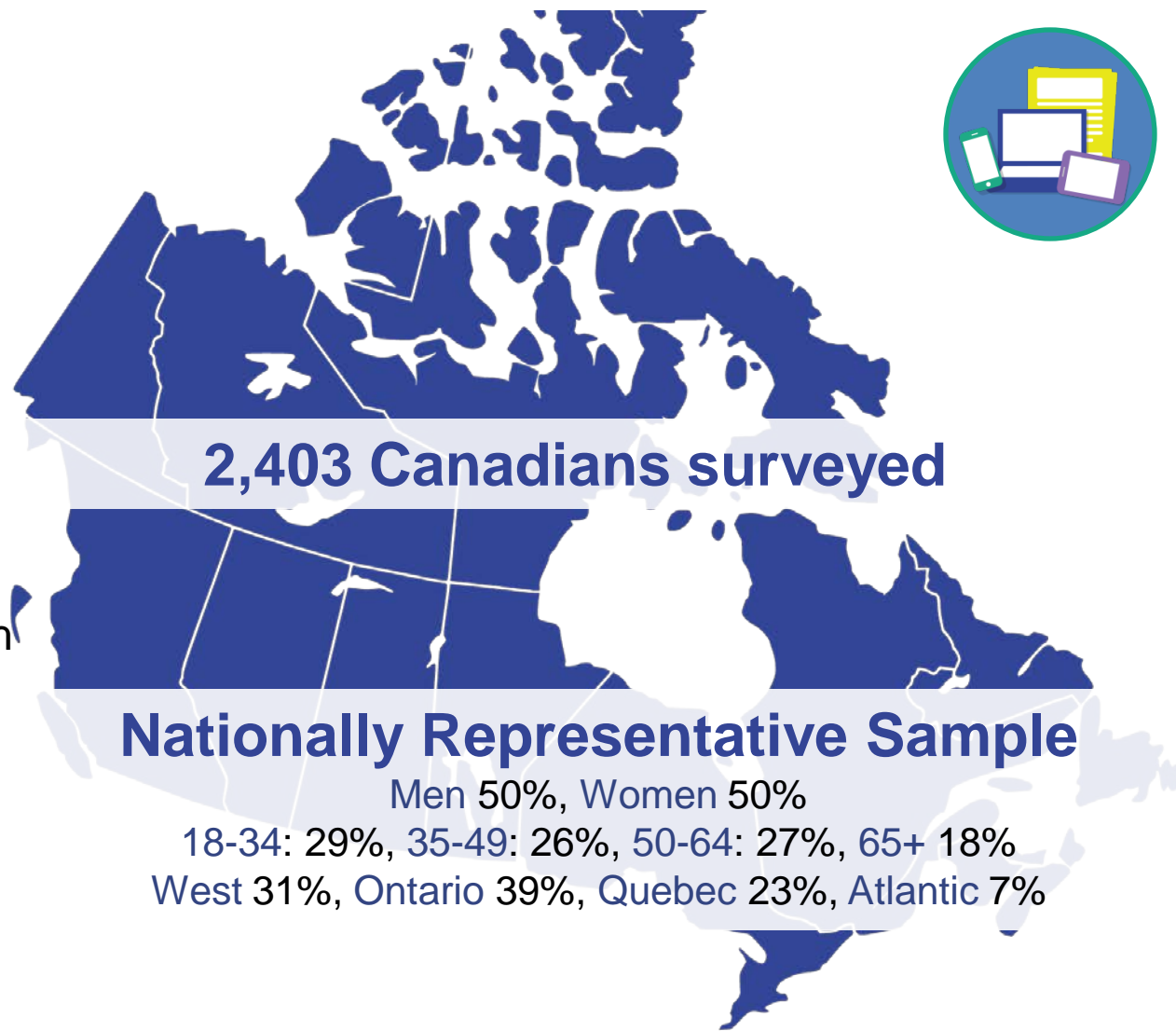
78% English / 22% French

Study Management

Totum Research

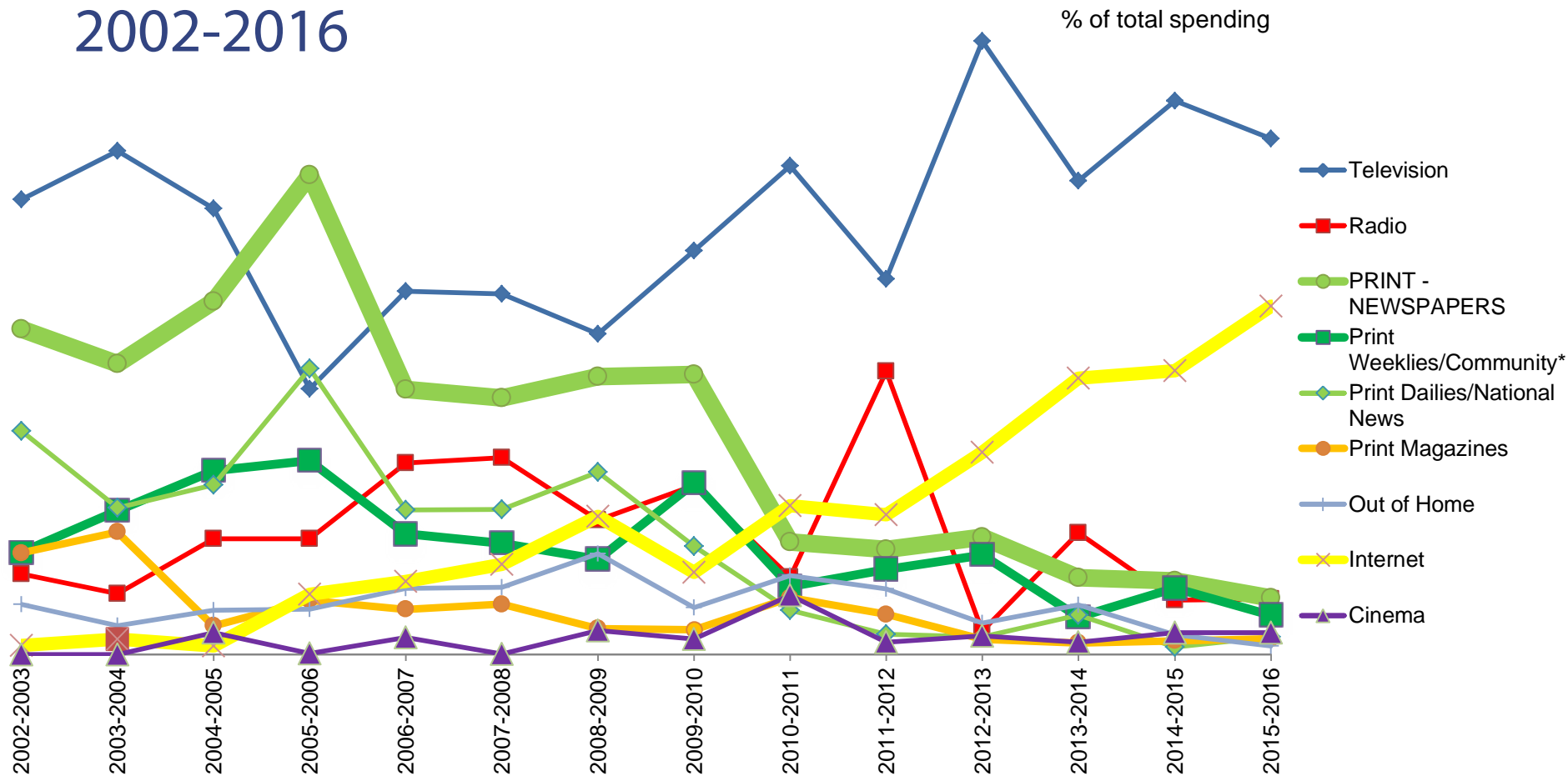
Margin of Error

±2.0% at the 95%
confidence level



Federal Government Advertising Expenditures by Type

2002-2016



Federal Government Advertising Expenditures by Type

2002-2016

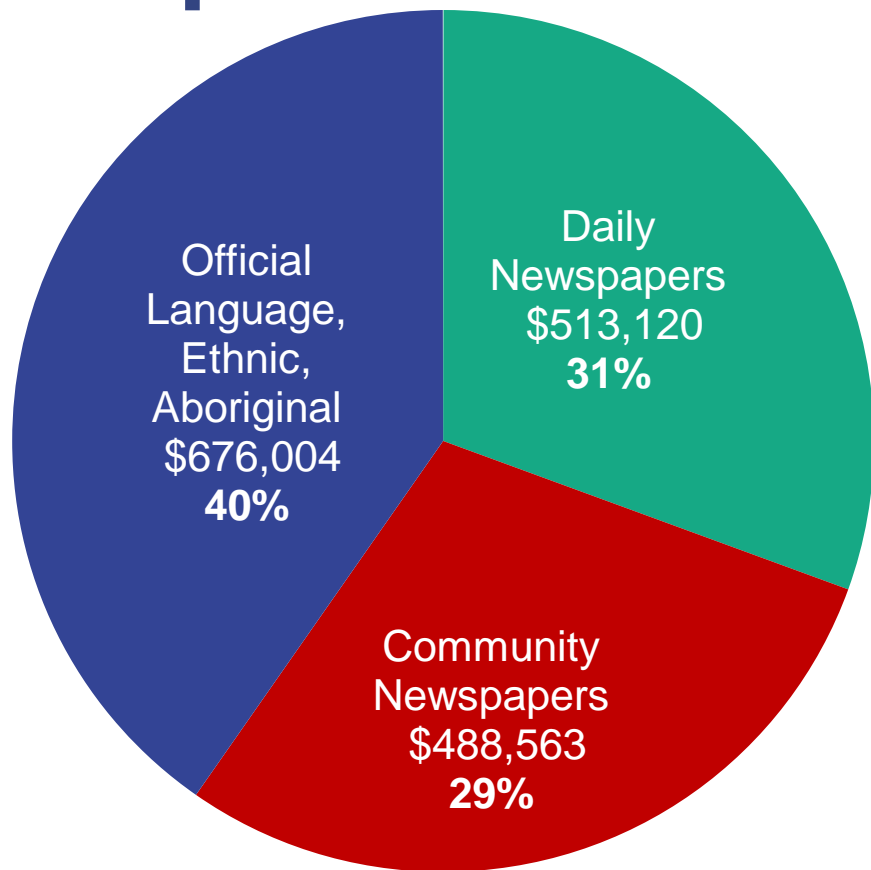


%	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Television	44.58	49.35	43.70	26.00	35.56	35.30	31.41	39.55	47.85	36.81	60.10	46.42	54.27	50.51
Radio	7.86	5.92	11.30	11.30	18.77	19.26	13.15	16.53	7.57	27.73	2.27	11.91	5.33	5.41
PRINT - NEWSPAPERS	31.88	28.46	34.60	47.00	25.99	25.12	27.21	27.42	10.99	10.27	11.46	7.51	7.20	5.54
<i>Print Weeklies / Community*</i>	9.98	14.09	18.00	19.00	11.82	10.90	9.33	16.81	6.65	8.32	9.75	3.65	6.48	3.85
<i>Print Dailies / National News</i>	21.90	14.36	16.60	28.00	14.17	14.22	17.88	10.61	4.34	1.95	1.71	3.86	0.72	1.70
Print Magazines	9.93	12.00	2.80	5.30	4.41	4.92	2.53	2.41	5.53	3.91	1.48	1.11	1.32	1.50
Out of Home	4.90	2.78	4.30	4.40	6.47	6.56	9.84	4.58	7.71	6.40	3.05	4.82	1.93	0.82
Internet	0.85	1.49	0.80	5.90	7.15	8.79	13.51	8.02	14.58	13.69	19.81	27.05	27.81	34.11
Cinema	0.00	0.00	2.10	0.10	1.65	0.05	2.34	1.49	5.78	1.19	1.83	1.17	2.15	2.11

Source: Public Works and Government Services Canada
<http://www.tpsgc-pwgsc.gc.ca/pub-adv/annuel-annual-eng.html>

*NOTE: Print Weeklies/Community includes spending on Official Language, Ethnic and Aboriginal publications

Federal Government Advertising Expenditures – Newspapers 2015-16



Daily Newspapers

\$513,120

(1.7% of Total)

Community Newspapers

\$488,563

(1.6% of Total)

Official Language, Ethnic, Aboriginal Newspapers

\$676,004

(2.2% of Total)

Total Newspapers \$1,677,687

(5.5% of Total Media Spend of \$30,269,041)

